J.D. Power Names Blue Cross Blue Shield of Massachusetts No. 1 Health Plan in State For Fifth Consecutive Year

BOSTON, May 27, 2021 /PRNewswire/ -- For the fifth year in a row, Blue Cross Blue Shield of Massachusetts has been named the top health plan in Massachusetts for member satisfaction by J.D. Power, a global expert in customer insights. Blue Cross is the only plan in Massachusetts to be ranked No. 1 by J.D. Power for five consecutive years.

"Our dedicated associates bring a spirit of empathy and dedication to our members every day, and that has been more true than ever amid the COVID-19 pandemic," said Blue Cross President and CEO Andrew Dreyfus. "We are grateful for this extraordinary recognition, which marks five years of exceptional customer satisfaction."

The J.D. Power 2021 U.S. Commercial Member Health Plan Study^{SM} measures member satisfaction in 22 regions throughout the United States. Blue Cross earned the highest score in coverage and benefits, cost, information and communication, customer service and billing and payment in the Massachusetts region.

The J.D. Power results for the region are based on responses from 997 commercial health plan members from five health plans across Massachusetts. The survey was fielded in January-March 2021.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (http://www.bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable and equitable health care with an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

SOURCE Blue Cross Blue Shield of Massachusetts

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